GOVERNMENT OF ANDHRA PRADESH
A B S T R A C T

Infrastructure & Investment Department – Formation of Andhra Pradesh Digital Corporation Limited (APDC) as a 100% State owned Company by restructuring Andhra Pradesh Content Corporation Limited (APCC) – Orders – Issued.

INFRASTRUCTURE & INVESTMENT (AIRPORTS) DEPARTMENT

G.O.MS.No. 19 Dated: 31-03-2020.

Read the following:

1. G.O.Ms.No.4, Energy, I&I (Airports) Dept., Dated 14.02.2018.
2. From the Managing Director, APSFL, Vijayawada, Lr.No.Nil, dated 06.03.2020.

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O R D E R:

In the G.O 1st read above, Government has incorporated Andhra Pradesh Content Corporation Ltd as a Private Limited Company and as a 100% subsidiary of Andhra Pradesh State Fibernet Ltd (APSFL) with an authorised and paid-up capital of Rs.100,000 divided into 10,000 equity shares of Rs.10/- each. The current shareholding of APCC is held as one share by the MD, APSFL and remaining held by APSFL.

2. In the letter 2nd read above, the Managing Director, APSFL has informed that Government of Andhra Pradesh clearly identify the emergence of digital media as a powerful medium to connect with people, directly communicate about its programs and measure the impact/ feedback about the work and programs of Government and accordingly, propose to establish Digital Corporation Ltd (APDC) so as to have a strategic and dedicated focus on leveraging digital media and establishing direct connect with people and to align the vision of the Government to drive Andhra Pradesh Digital Mission.

3. Government after careful examination hereby approve the following:

i. Andhra Pradesh Content Corporation Ltd (APCC) to be reconstituted and renamed as Andhra Pradesh Digital Corporation Ltd (APDC) (subject to name availability with Registrar of Companies) which shall be the Nodal Agency to lead the AP Digital Mission.

ii. The APDC shall have the following objectives:

- Drive AP Digital Mission
- To build and maintain state of the art Digital Media Infrastructure for effective and efficient digital media planning and execution for GoAP.
- To provide digital solutions to all welfare and developmental programmes and to forge a seamless connection between people, Government and institutions.
- To be the State level Nodal Agency with respect to content creation, dissemination and monitoring for all digital platforms.
- To update public on developmental and welfare schemes of Govt., with focus on-Creating Trust amongst people, Increasing Transparency, and humanizing the brand GoAP.
- To create a feedback system for different welfare schemes, and to facilitate Govt., in understanding the right audience and improve the social mechanism to roll out new programs and schemes.

- To promote Andhra Pradesh as an investment destination, by reaching out to Global audience about Policies of Government and State Economic Affairs through the digital platforms.
- To address the content needs of various Government departments and offer them services to create or improve and market their content.
- To be the central repository of all digital content of the Government.
- To effectively offer digital services with a focus on revenue generation and become self-sustaining.

iii. The Registered office will be situated at 3rd Floor, NTR Administrative Block, Pandit Nehru Bus Station, Vijayawada – 520001, Andhra Pradesh.

iv. Sanction of Rs.5.00 crore towards onetime administrative and establishment expenses.

v. The authorised and paid-up capital of renamed APDC to be increased to Rs.5,00,000 (Rupees Five Lakhs) divided into 50,000 equity shares of Rs.10 each from the existing capital of Rs.100,000. The authorized and paid-up capital shall be increased based on the requirement with the approval of the Board and shareholders of APDC.

vi. The shareholding of APDC shall be 100% with GoAP and the current shareholding of APSFL shall be transferred to GoAP in the name of Hon'ble Governor of Andhra Pradesh represented by Special Chief Secretary, I & I Dept. The new shareholding structure shall be as follows:

Sl.	**Name of the Subscriber, Address, Description and Occupation with their Signatures**	**No. of Equity Shares taken by each Subscriber**
1.	His Excellency Hon'ble Governor of Andhra Pradesh represented by Special Chief Secretary/ Principal Secretary/ Secretary, Infrastructure & Investment Dept., GoAP	49,994
2.	Additional/ Joint/ Deputy/ Assistant Secretary, Infrastructure & Investment Dept., GoAP	1
3.	Section Officer (Ports), Infrastructure & Investment Dept., GoAP	1
4.	Section Officer (Airports), Infrastructure & Investment Dept., GoAP	1
5.	Assistant Section Officer (Airports), Infrastructure & Investment Dept., GoAP	1
6.	Managing Director, Andhra Pradesh Towers Corporation Limited, GoAP	1
7.	Managing Director, Andhra Pradesh State FiberNet Corporation Ltd	1
	Total	**50,000**

vii. The Board of Directors of reconstituted APDC shall be as under:
- Chairman (To be appointed by the Government)
- one representative from Finance Department
- Commissioner, I&PR
- One represnetative from the department of Information Technology

- Managing Director, Andhra Pradesh State FiberNet Corporation Ltd
- Representative from Primary and Higher Education, GoAP
- Independent and experienced directors with experience in digital media to be nominated by Govt., – two members

The Board shall appoint a professional management team including Managing Director and Chief Executive Officer (CEO) and a core management team with salary as per market standards as applicable for such institutions so as to manage day to day operations of the company in a professional and competent manner in line with industry's best practices.

APDC shall also have an Internal Advisory Committee to advice the board on best practices, effective controls, ensuring impact and driving digital focus for the Government. The committee shall be appointed by the board and shall comprise of Social Media Expert, Content Expert, Digital Media Expert, Advertisement Expert. Board may decide the expert to be appointed who has domain expertise and high reputation.

5. Authorizations for reconstitution and operationalizing of APDC:

A. The Government hereby authorizes Managing Director, Andhra Pradesh State FiberNet Corporation Ltd to revise and finalise the Memorandum of Association and Articles of Association as per the provisions of the Companies Act, 2013, and to sign all papers, deeds, e-forms and other documents as applicable for reconstitution of APDC.

B. The Managing Director, Andhra Pradesh State FiberNet Corporation Ltd is authorized to incur necessary statutory expenses and fees of professionals to reconstitute or incorporate the Company. In this regard, the Government to allot necessary budget for meeting the above administrative expenses.

C. Special Chief Secretary, Infrastructure & Investment Department, GoAP is nominated as nominee of the Hon'ble Governor of Andhra Pradesh for signing on the papers/deeds/documents for reconstitution of the company APDC and to attend the meetings on behalf of the Hon'ble Governor of Andhra Pradesh and shall take further necessary action in the matter accordingly and as required.

6. The Managing Director, APSFL shall take further necessary action accordingly.

7. This order issues with the concurrence of Finance Department vide their U.O.No.FIN01-FMU0ASD(IC)/61/2020-FMU-IIEIC, Dated 31.03.2020.

R.KARIKAL VALAVEN
SPECIAL CHIEF SECRETARY TO GOVERNMENT

To
The Managing Director, APSFL, Vijayawada.
The CEO, AP Content Corporation, Vijayawada.
Copy to:
The P.S., to Prl.Advisor to C.M.
The P.S., to Spl.Chief Secretary to Govt., I&I Department.
The The P.S., to Prl. Secretary, P.E Department.
The Finance Department.
The General Administration (Cabinet.II) Department. Sf/Sc.

(C.No.INC01/APFN/3/2020-Airports).

//Forwarded :: By Order//

SECTION OFFICER